

HIGHLIGHTS

WEEK ENDING: JANUARY 26, 1990

INDUSTRY WEEKLY SALES

- This week's sales of 6.2 billion units were depressed for the fourth consecutive week as accounts continued to deplete excess inventory built up during the 4th quarter 1989.

P. M. WEEKLY SALES AND SHARE

- This week's sales of 2.1 billion units were approximately 2.1 billion units below P.M.'s going rate as accounts continued to exhaust excess inventory from the 4th quarter load.
- P.M.'s weekly share of 34.3 was distorted by R.J.R.'s elimination of a 4th quarter trade program and varying payback schedules of the other manufacturers.

MANUFACTURER PROGRAMS

- R.J.R. continued to restrict its accounts to 125% of an average week on all brands.

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